

# B. F. GOODRICH

FREE GIFTS FOR ALL

**GRAND OPENING**

THIS WEEK END

# SALE

THURS., FRI., SAT.  
FEB. 28, MARCH 1-2

OPEN NIGHTS UNTIL 9 DURING GRAND OPENING

THURS., FRI., SAT.  
FEB. 28, MARCH 1-2

## BRAND NEW 1957 KELVINATOR AUTOMATIC WASHER

Pay Only \$1.00 Down

60 Seconds of Pre-Scrubbing with Cuts Grease Better, Double-Rich Suds Washes Everything Cleaner. Full 9-lb. Capacity



REG. \$219<sup>95</sup>

PAY ONLY \$2 PER WEEK

NO TRADE NEEDED DURING THIS SALE TO GET THIS LOW, LOW PRICE!

LOW, LOW PRICE ONLY

\$149<sup>95</sup>

AS LOW AS \$1 down

## "Magic Minute"

60 seconds of pre-scrubbing with double-rich suds cuts grease better, washes everything cleaner

## KELVINATOR



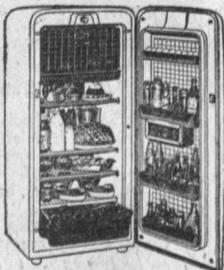
2 CYCLE AUTOMATIC

- 3-WAY AGITATOR
- ALL-FABRIC DIAL
- WATER TEMPERATURE SELECTOR

\$269<sup>95</sup> With Trade

PAY ONLY \$1 DOWN!

## AUTOMATIC DEFROSTING KELVINATOR



- Push Button Automatic Defrost
- Full Width Frozen Food Chest
- Full Width Meat Tray

Model K 26G8

Reg. \$269.95 SAVE \$50 \$219<sup>95</sup> with trade During Grand Opening Days! PAY ONLY \$1 DOWN

THE KELVINATOR CO. IS PROUD TO ANNOUNCE THE APPOINTMENT OF THE B. F. GOODRICH 1323 Cravens

As It's Authorized Representative For It's Complete Line of Washers — Dryers — Refrigerators

## GRAND OPENING SPECIAL ICE CUBE TRAY

Reg. 2.95 Heavy Gauge Quick Cube Release

99¢ ea

AMPLE FREE PARKING IN OUR BIG PARKING AREA

JOIN THE SAFE DRIVER LEAGUE



1323 CRAVENS AVE. AVE. FA. 8-0220 OPEN THURS., FRI., SAT. NIGHTS DURING GRAND OPENING

## Riviera Sofa Bed Firm Opens New Showroom

Riviera, the largest manufacturer of convertible sofas in the entire west announces the opening of another modern, spacious showroom March 1, 9:30 a.m., at 1800 S. Elena st., Redondo. A short three years ago, five brothers plus a young engineer friend, realized the necessity of designing high fashioned furniture whose functional purpose would alleviate cramped quarters and provide an extra room whenever so needed. After intense research and costly experiments, the first Riviera came off the planning board and became a reality. Various Styles Today, Riviera convertibles are styled in modern, traditional, contemporary or provincial and are designed in sizes, from love-seats and sectionals to king-size.

Every Riviera, regardless of size or style, changes quickly and easily into a bedroom or extra room complete with a full size, comfortable innerspring mattress whenever needed. Since the conception of the "incomparable Riviera," 22 showrooms throughout Southern California have opened their doors. The Redondo showroom is number 23. They display and sell exclusively Riviera convertible sofas and lounge chairs, Riviera convertible chairs that, with a touch of the hand, quickly change into a full size single bed complete with innerspring mattress, the only lounge in existence with an all-steel frame and built-in electric massage vibrator, the

fabulous Riviera CaliLounge, and a full line of accessories, lamps and tables. Celebration A. Yaras, manager of the Redondo Riviera showroom, Mike Nazarian and Jess Smith, associates, invite the general public to the new showroom. Ribbon cutting ceremonies will take place Friday, March 1, from 9:30 to 10:30 a.m. Official dignitaries and TV personalities will be in attendance. During the grand opening week-end sale bright, fresh, ivy plants coffee, refreshments will be given to all, plus showing of hundreds of Riviera products especially designed and priced for the "Riviera Comes to Redondo" celebration.

## Wash Away Blackheads!



## Helena Rubinstein's new Medicated Beauty Treatment

Helena Rubinstein, who first became interested in the correction of disturbed skins as a young medical student, now shows women and teenage boys and girls how to conquer oily, clogged skin problems. Your skin will become clearer before your very eyes after one 15-minute treatment! In two weeks' time blackheads, coarse pores, clogging oiliness will give way to a smoother, mat, even-textured complexion.

Here are the 3 simple medically tested steps:

1. 'Sterile'-Cleanse with Deep Cleanser.
2. Help heal and clear with Medicated Beauty Mask.
3. Tighten pores with "Water Lily" Pore Lotion.

There's nothing for your skin like Helena Rubinstein's complete MEDICATED BEAUTY CARE. A full four to six weeks supply just 3<sup>95</sup> plus tax

RESULTS GUARANTEED Helena Rubinstein says: "I am so sure you'll be pleased when you use these products as directed, that I guarantee satisfaction or a refund."



## M'COWN

Self-Service Drug Stores

1327 El Prado TORRANCE

Pacific Coast Hwy. Corner Western Ave. LOMITA

## YOU SAVE!

REGULAR	SALE PRICE
\$3.50	\$3.15
\$2.98	\$2.69



STOCK UP NOW AND SAVE—

## Billy the Kid

America's Favorite Name in Boy's and Girl's Wear

ON AMERICA'S FINEST JEANS The first time Billy the Kid SAF-T-NEE TEXANS have ever been offered at a National Sale Price. You can buy America's finest jeans at big savings from February 25th through March 2nd.

SAF-T-NEE TEXANS with the famous knees that last the life of the jeans, unconditionally guaranteed! Regulars and Slims. Sizes 4-12.

REGULAR \$269 PRICE \$2.98 Huskies 26"-38" waist and Regulars 14-16 REGULAR \$315 PRICE \$3.50

ONE WEEK ONLY! February 25 - March 2

## Tartan Stripes lead the Ivy League Fashions

3<sup>95</sup>



## TruVal

SPORT SHIRT

The newest, smartest Ivy patterns are authentic Tartan stripes, woven in combed cotton. And true to traditional Ivy League styling, TruVal has tailored these fine sport shirts with short point button-down collar, back-button, and pleat. Any man will prize these cool shirts. See them today!

# struims

DOWNTOWN TORRANCE

DEPT. STORE

OPEN FRIDAY NITES

1261 SARTORI AVE.